We claim:

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1. Composition comprising

i) at least one radiation-absorbing tert-alkylphenoxy-substituted polycyclic compound A of the general formula I

I

P O P

Hal_

where

P is a conjugated polycyclic radical which is stable to bases and nucleophiles, optionally bears aryl substituents and contains no group from the group consisting of -CO-NH-CO-, -COOH and -CO-O-CO-;

one or more groups selected from the group consisting of -O-, -S-, -NR¹⁻, -CO- and -SO₂- and which may be monosubstituted or polysubstituted by identical or different radicals selected from the group consisting of C₁-C₆-alkoxy and a 5- to 7-membered heterocyclic radical which is attached via a nitrogen atom and may contain further heteroatoms and/or may be aromatic; or R is C₅-C₈-cycloalkyl, whose carbon framework may be interrupted by one or more groups selected from the group consisting of -O-, -S-, -NR¹⁻, -CO- and -SO₂- and which may be monosubstituted or polysubstituted by C₁-C₆-alkyl;

 R^1 is hydrogen or C_1 - C_6 -alkyl;

Hal is chlorine and/or bromine;

40 m is from 0 to 15; and

n is from 1 to 16, subject to the proviso that the sum m + n is ≤ 16

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ii) at least one curable IR-reflecting component B which

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comprises

- a) at least one achiral nematic polymerizable monomer and at least one chiral polymerizable monomer;
- b) at least one cholesteric polymerizable monomer;
- c) at least one cholesteric crosslinkable polymer; or
- d) at least one cholesteric polymer in a polymerizable diluent.
- A composition as claimed in claim 1, wherein the group P in a 2. compound A of the general formula I is a base-stable radical selected from the group consisting of naphthalenes, 15 anthracenes, phenanthrenes, tetracenes, perylenes, terrylenes, quatterylenes, pentarylenes, hexarylenes, anthraquinones, indanthrones, N-substituted naphthalene-1,8dicarboxylic monoimides, N,N'-disubstituted naphthalene-1,8:4,5-tetracarboxylic diimides, N-substituted perylene-3,4-20 dicarboxylic monoimides, N,N'-disubstituted perylene-3,4:9,10-tetracarboxylic diimides, N,N'-disubstituted terrylene-3,4:11,12-tetracarboxylic diimides, N, N'-disubstituted quaterrylene-3,4:13,14-tetracarboxylic diimides, acridines, carbazoles, dibenzofurans, 25 dinaphthofurans, benzimidazoles, benzothiazoles, phenazines, dioxazines, quinacridones, metal phthalocyanines, metal naphthalocyanines, metal porphyrins, cumarins, dibenzofuranones, dinaphthofuranones, benzimidazolones, indigo compounds, thioindigo compounds, quinophthalones, 30 naphthoquinophthalones and diketopyrrolopyrroles.
- The composition as claimed in any of the preceding claims, which comprises from 0.01 to 20% by weight of compound A,
 based on the total weight of compound B.
 - 4. The composition as claimed in any of the preceding claims, wherein component B comprises at least one achiral nematic polymerizable monomer and at least one chiral polymerizable monomer.
- 5. The composition as claimed in any of the preceding claims, which further comprises at least one auxiliary selected from the group consisting of photoinitiators, binders, leveling agents and UV and weathering stabilizers.

- 6. The use of a composition as claimed in any of the preceding claims for producing a heat-insulating coating.
- A heat-insulating coating comprising at least one oriented,
 cured layer of a composition as claimed in any of claims 1 to
 5.
- A heat-insulating coating as claimed in claim 7, which comprises at least one oriented, IR-reflecting, cured
 cholesteric polymer which has a helical superstructures pitch which corresponds to a wavelength in the IR spectral range.
- A heat-insulating coating as claimed in claim 8, which comprises at least two layers, the IR-reflecting polymers in the different layers each having different helical superstructures pitches which correspond to wavelengths in the IR spectral range, and/or opposite chiralities.
- 10. A process for producing a heat-insulating coating as claimed in claim 7 or 8, which comprises applying to a substrate a composition as claimed in any of claims 1 to 5, and, if desired, orienting said composition and curing said composition.
- 25 11. A process as claimed in claim 10, wherein curing is carried out by polymerizing the monomers of groups a) or b) or the solvent of group d) or crosslinking of the polymer of group c).
- 30 12. An article having thereon a heat-insulating coating as claimed in any of claims 7 to 9.

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